

Rep Order# 6860145 Ver# 7 Status Revised Traffic Order# Printed: 10/15/2012 9:43 AM 1 of 13

EC'd Yes Last Received: 10/13/2012 12:15 PM

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB Rep Firm  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW Sales Office ( ) PHILADELPHIA  
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson ( ) ANJIE BRADY  
Estimate# 1537 Agency C/P1/P2/E 95/101/1537  
Buyer DAN NAGELBERG Flight Dates 10/02/2012 - 10/22/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=\*

-- REMARKS --

VER 7 ISSUE REVISE RATES IN LNS 134-139,142-147,157-158  
160-164,170-189 AND 191-192  
REVISE SPTS/WK IN LNS 139,156-162,169,182 AND 192  
REVISED TOTAL 205,200  
PLS CONFIRM ASAP  
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*134	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2 REVISE RATE	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	
				Sales Remark: V7 REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								
	*135	M	9A-10A	Buyline Comment: TODAY SHOW 2 REVISE RATE	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
				Sales Remark: V7 REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								
	*136	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3 REVISE RATE	:30	\$250.00	10/16-10/19	4	1	4	\$1,000.00	
				Sales Remark: V7 REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								



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	*143	M	1P-2P	Days of Our Lives	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
				Buyline Comment: DAYS OF OUR LIVES REVISE RATE								
				Sales Remark: V7 REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								
	*144	TU-F	2P-3P	The Doctors	:30	\$75.00	10/16-10/19	4	1	4	\$300.00	
				Buyline Comment: THE DOCTORS REVISE RATE								
				Sales Remark: V7 REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								
	*145	M	2P-3P	The Doctors	:30	\$75.00	10/22-10/22	1	1	1	\$75.00	
				Buyline Comment: THE DOCTORS REVISE RATE								
				Sales Remark: V7 REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								
	*146	TU-F	3P-4P	Maury Povich	:30	\$125.00	10/16-10/19	4	1	4	\$500.00	
				Buyline Comment: MAURY POVICH REVISE RATE								
				Sales Remark: V7 REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								
	*147	M	3P-4P	Maury Povich	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
				Buyline Comment: MAURY POVICH REVISE RATE								
				Sales Remark: V7 REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								



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	*155	M	7A-9A	TODAY SHOW	:30	\$700.00	10/22-10/22	2	1	2	\$1,400.00	
				Buyline Comment: TODAY SHOW								
				ADD TO SKED								
				V5 Added								
	*156	SA	6A-7A	EARLY AM NEWS	:30	\$200.00	10/20-10/20	1	1	1	\$200.00	
				Buyline Comment: EARLY AM NEWS								
				REVISE SPT/WK								
				Sales Remark: V7 REVISE SPT/WK								
				V5 Added								
				V7 More than 2 codes changed								
	*157	SA	7A-8A	AM NEWS	:30	\$400.00	10/20-10/20	1	1	1	\$400.00	
				Buyline Comment: AM NEWS								
				REVISE SPT/WK;REVISE RATE								
				Sales Remark: V7 REVISE SPT/WK;REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								
	*158	SA	8A-10A	SAT TODAY	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
				Buyline Comment: SAT TODAY								
				REVISE SPTS/WK;REVISE RATE								
				Sales Remark: V7 REVISE SPTS/WK;REVISE RATE								
				V5 Added								
				V7 More than 2 codes changed								
	*159	SU	6A-7A	EARLY AM NEWS	:30	\$200.00	10/21-10/21	1	1	1	\$200.00	
				Buyline Comment: EARLY AM NEWS								
				REVISE SPT/WK								
				Sales Remark: V7 REVISE SPT/WK								
				V5 Added								
				V7 More than 2 codes changed								

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	*160	SU	7A-8A	AM NEWS Buyline Comment: AM NEWS REVISE SPTS/WK;REVISE RATE Sales Remark: V7 REVISE SPTS/WK;REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	*161	SU	8A-9A	SUN TODAY Buyline Comment: SUN TODAY REVISE SPTS/WK;REVISE RATE Sales Remark: V7 REVISE SPTS/WK;REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	*162	SU	9A-10A	MEET THE PRESS Buyline Comment: MEET THE PRESS REVISE SPTS/WK;REVISE RATE Sales Remark: V7 REVISE SPTS/WK;REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$1,200.00	10/21-10/21	1	1	1	\$1,200.00	
	*163	TU-F	5P-530P	5P NEWS Buyline Comment: 5P NEWS REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$700.00	10/16-10/19	4	1	4	\$2,800.00	
	*164	M	5P-530P	5P NEWS Buyline Comment: 5P NEWS REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	







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	*176	SA	11P-1130P	Buyline Comment: LATE NEWS REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$800.00	10/20-10/20	1	1	1	\$800.00	
	*177	TU-F	7P-730P	Buyline Comment: ENT TONIGHT REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$600.00	10/16-10/19	4	1	4	\$2,400.00	
	*178	M	7P-730P	Buyline Comment: ENT TONIGHT REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$600.00	10/22-10/22	1	1	1	\$600.00	
	*179	TU-F	730P-8P	Buyline Comment: ACCESS HOLLYWOOD REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$600.00	10/16-10/19	4	1	4	\$2,400.00	
	*180	M	730P-8P	Buyline Comment: ACCESS HOLLYWOOD REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$600.00	10/22-10/22	1	1	1	\$600.00	

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	*181	SA	7P-8P	Buyline Comment: ENT THIS WEEK REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$300.00	10/20-10/20	1	1	1	\$300.00	
	*182	M	8P-9P	Buyline Comment: THE VOICE REVISE SPTS/WK;REVISE RATE Sales Remark: V7 REVISE SPTS/WK;REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$2,200.00	10/22-10/22	1	1	1	\$2,200.00	
	*183	TU	8P-9P	Buyline Comment: THE VOICE REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$2,200.00	10/16-10/16	1	1	1	\$2,200.00	
	*184	W	8P-9P	Buyline Comment: ANIMAL PRACTICE/GUYS WITH KIDS REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$900.00	10/17-10/17	1	1	1	\$900.00	
	*185	W	9P-10P	Buyline Comment: LAW AND ORDER SVU REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$1,800.00	10/17-10/17	1	1	1	\$1,800.00	

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	*186	W	10P-11P	CHICAGO FIRE Buyline Comment: CHICAGO FIRE REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$1,800.00	10/17-10/17	1	1	1	\$1,800.00	
	*187	TH	10P-11P	ROCK CENTER NEWS Buyline Comment: ROCK CENTER NEWS REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$1,100.00	10/18-10/18	1	1	1	\$1,100.00	
	*188	F	8P-9P	GRIMM Buyline Comment: GRIMM REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$500.00	10/19-10/19	1	1	1	\$500.00	
	*189	F	9P-10P	GRIMM Buyline Comment: GRIMM REVISE RATE Sales Remark: V7 REVISE RATE V5 Added V7 More than 2 codes changed	:30	\$1,800.00	10/19-10/19	1	1	1	\$1,800.00	
	*190	F	10P-11P	DATELINE Buyline Comment: DATELINE ADD TO SKED V5 Added	:30	\$900.00	10/19-10/19	1	1	1	\$900.00	

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	*191	SA	330P-7P	NOTRE DAME FOOTBALL REVISE RATE	:30	\$200.00	10/20-10/20	2	1	2	\$400.00	
	Buyline Comment: NOTRE DAME FOOTBALL REVISE RATE											
	Sales Remark: V7 REVISE RATE											
	V5 Added											
	V7 More than 2 codes changed											
	*192	SU	815P-1130P	SUNDAY NIGHT FOOTBALL REVISE SPTS/WK;REVISE RATE	:30	\$6,000.00	10/21-10/21	1	1	1	\$6,000.00	
	Buyline Comment: SUNDAY NIGHT FOOTBALL REVISE SPTS/WK;REVISE RATE											
	Sales Remark: V7 REVISE SPTS/WK;REVISE RATE											
	V5 Added											
	V7 More than 2 codes changed											

--REPORT TOTALS--  
Report Totals: 122 / \$68,400.00

--SALES MONTHLY TOTALS--  
  
Oct 12: 411 / \$205,200.00  
Sales Totals: 411 / \$205,200.00  
Station Totals: 411 / \$205,200.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals											
					\$641,250	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%	
						WTVZ 7%	WVBT 23%	WVEC 21%			

--COMPETITIVE--  
COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

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---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --

CASH IN ADVANCE